



MEMORANDUM

TO: Mayor and Council

FROM: Stephen Elkins, Chief Information Officer *SE*
Communications and Technology Management

DATE: November 7, 2012

SUBJECT: City Council Item #7 – on November 8, 2012 Agenda
Street name change: ARENA DR to SHORE DISTRICT DR

At the request of City Council at the October 18, 2012 Council Meeting, a stakeholder meeting with neighbors and property owners was held at 4pm Tuesday, November 6, 2012 at City Hall. The purpose of the meeting was to discuss the proposed renaming of ARENA DR to SHORE DISTRICT DR and to try to come to a consensus between parties. Members of the East Riverside Oltorf Combined (EROC) Contact Team, a representative from Grayco, and several City of Austin staff were in attendance. Larry Schooler of the Public Information Office facilitated each of the parties in presenting their information and views on the proposed renaming.

- Grayco would like to move forward with the renaming to "Shore District Dr." and feels that it creates a connection to the lake as spelled out in the Waterfront Overlay Ordinance and Town Lake Corridor Study.
- The East Riverside Oltorf Combined Contact Team would like Arena Dr. to keep its current name and feel that the name has historic value and helps create a sense of place for the neighborhood.
- The City of Austin presented an overview of the Street Name Change process and what had gone on so far in the process of renaming Arena Dr.

While no consensus was reached among the parties, Grayco did commit to taking the information from the meeting back to its leadership and to communicate with the East Riverside Oltorf Combined Contact Team more in the future.

Background

An application and fee payment was submitted to the City of Austin 911 Addressing Office on August 14, 2012 by John J. Gray, III/Grayco Partners, requesting the renaming of ARENA DR to SHORE DISTRICT DR.

Arena Dr. is located in the Full Purpose Jurisdiction of Austin. The name change will affect all portions of the street, beginning at its intersection with E Riverside Dr. to where it ends at Tinnin Ford Rd.

Per the requirements of the Austin City Code Section 14-5-6 (Owner Notification), the property owners abutting the street being proposed for rename were notified. In this case, there are two property owners: Grayco Partners and Mr. Randall A. Roessler, both of whom signed Property Owner Support Forms in favor of the rename.

Additionally, Section 14-5-5 (Administrative Review) requires that the following entities review the street name change request. Each entity signed a Concur Review Form in agreement:

- Austin Transportation Department
- Austin Fire Department
- Austin Police Department
- Austin/Travis County Emergency Medical Services
- Travis County Transportation and Natural Resources
- Texas Gas Service
- United States Postal Service

Council Questions:

Background information about the original naming of Arena Dr.

The 911 Addressing staff contacted the Austin History Center and searched the City of Austin and Travis County document archives to see if there was information related to the history of the street name "Arena Dr." The only information found was that it was named such on the 1963 TOWNLAKE PLAZA subdivision plat, but there is no requirement to document the reasoning behind street names on subdivision plats.

Staff conducted further research through historic maps and aerial photographs and were unable to uncover any further evidence as to why Arena Dr was named as such.

What are the costs and impacts the name change might have and how are these changes coordinated with Cap Metro, City maps, and outward?

Costs associated with the street name change include 911 Addressing staff time (a portion of which is covered by a \$415 application fee) and the street signs replacement, which varies depending on the number of signs that need to be replaced (in this case, the cost is estimated to be \$300). Both fees are paid for by the applicant.

A significant impact of changing a street name is that all properties that are using that street name as part of their address will have to change their address accordingly. For this particular street name change, there are two property owners and both have agreed to the street name change.

Per discussions with Capital Metro staff, the impact on Capital Metro would be insignificant because Capital Metro service points are not identified by street names and there are no existing service points on Arena Dr, i.e. there are no stops on the street and no routes along the street.

Capital Metro regularly update their street layout and name information from the City's GIS information and all of their information is available online.

Upon the approval of a Street Name Change ordinance, 911 Addressing staff notifies a number of interested parties, including many City of Austin departments, Travis County and the surrounding counties, the United States Postal Service, Texas Department of Transportation, Texas Department of

Public Safety, Austin Independent School District, Navteq, Mapsco, and various local utility companies. The City's GIS database is updated immediately and the data is pushed to a number of enterprise systems such as 911, 311, Amanda, CC&B and the City's online web maps (Development Web Map, Crime Viewer, etc.). The GIS data is also made available to the public for download on the GIS FTP site.

What examples do we have of naming public streets with private names?

The following examples of streets that were named or renamed due to development activity or to honor a local businessman were found:

- A portion of HARRIS RIDGE BLVD was renamed to TECH RIDGE BLVD, for a commercial development named TECH RIDGE CENTER.
- GENE JOHNSON ST - renamed at request of family in honor of contribution to community, but near Gene Johnson's Automotive.
- RAVENSCROFT DR - residential and commercial development called RAVENSCROFT, new street named by subdivision plat
- FALCON POINTE BLVD - residential development called FALCON POINTE, new street named by subdivision plat
- SENDERO HILLS PKWY - residential development called SENDERO HILLS, new street named by subdivision plat

Stakeholder Meeting

Attendees:

East Riverside Oltorf Combined Contact Team

- Linda Land
- Gail Goff
- Toni House
- Carl Brown
- Jan Long

Grayco

- John Donisi

City of Austin Staff

- Donna Tiemann
- Larry Schooler
- Meryl Hayes
- LeeAnne Pacatte
- Ross Clark
- Stephanie Jensen

Notes:

CTM was assisted by the Public Information Office and CM Morrison's office in conducting outreach to the stakeholders for setting up the meeting. Larry Schooler with PIO facilitated the meeting.

Grayco

- The Planned Unit Development (PUD) project provided an extension of Arena Drive to Tinnin Ford Rd.

- Arena Dr. is located in the Waterfront Overlay and the Town Lake Corridor study (South Shore District specifically).
 - There is some correlation to the lake in City Staff's proposed name, "Shore District Dr."
- Grayco wanted to rename Arena Dr. so as to have some relationship to the lake as spelled out in Goal 9 of the Town Lake Corridor Study.
- Grayco submitted many potential street names to the City, but all were rejected.
- City staff suggested "Shore District Dr" and Grayco accepted, though it was not their preference.
- There was a lengthy process of talking to 911 Addressing staff before formally submitting the application for street name change.
- Other property owners have used street names to describe their developments. Mr. Donisi was unsure of how his client will describe the project.
- Grayco needs some closure on the street name change in order to move forward with project, but it is unlikely that they will abandon the project.
- Grayco saw the opportunity to improve the area and give it a sense of place and believe Arena Dr. doesn't do that.
- There have been safety issues in the area of the project recently, including a woman who was shot. This makes them want to move forward with project quickly.
- "Shore District Dr." has more of a connection to the lake and is related to the name of districts and subdistricts in the Waterfront Overlay.
- Mr. Donisi committed to taking the information from the stakeholder meeting back to his client.
- Grayco also agreed to keep communicating to the East Riverside Oltorf Combined Contact Team in the future.

East Riverside Oltorf Combined Contact Team

- "Arena" is Spanish for sand.
- Arena Dr. is located near Tinnin Ford, a fording spot on the Colorado River for cattle on the Chisholm Trail.
- Arena Dr. is also near beachfront.
- Changing the name of Arena Dr. makes residents feel like they should feel ashamed to live in the Riverside area. There are a lot of changes happening for the better, but feels like everything is being wiped clean.
- The land near the Colorado River where Arena Dr. sits was originally purchased by the Tinnin family in approximately 1850. Based on an interview with a family member, the Tinnin family held it until it was sold for commercialization, likely in the 1950's.
- Longtime residents are not comfortable with any street name changes. The original street naming process sets up history of area and a sense place for residents. They would love to see streets in the downtown area to go back to the tree names that they originally had.
- Arena Dr. is listed on hundreds of maps, including the many plans that cover the area.
- If the development was isolated and not a connector street used for access to a Core Transit Corridor it would be less of an issue, but Arena Dr. is frequently used by residents (prior to construction) to get between Riverside Dr. and Pleasant Valley Rd.
- There is a sense of place created that is based on history over time. This is hard for residents who are new to the area and trying to do new things to see.

City of Austin Staff:

- There are stringent street name standards for the City of Austin. City staff rejected all initial applicant suggestions, but ultimately suggested "Shore District Dr." as a possibility. Grayco agreed, though it was not their preference.
- There are rules against overused words such as "lake", "river" etc. Many of Grayco's initial suggestions had overused or directional words (such as "South")
- The Land Development Code requires property owners abutting the street be notified of the proposed street name change and for them to cast a vote for or against it and provide comments. The applicant provides ballot to all the property owners. A public hearing is required if there isn't 100% agreement of all property owners.
- Only property owners along a street can propose a name change for that street.
- Reasons for Street Name Changes according to the Austin City Code 14-5-4 (Allowed Reasons for Street Name Change) :
 - Establish continuity in street name
 - Elimination duplication of name spelling or phonetics
 - Correct misspelling
 - **Enhance ease of location (Grayco used this reason in their application)**
 - Consistency with street numbering system, including compass
 - Provide necessary road designation (street, lane, boulevard)
 - Honor person, place, event, institution
 - **Enhance neighborhood through association of street name with location, area characteristics, and history (Grayco also used this reason in their application)**

If you have any questions, please contact me at 974-1644.

Attachment: TownlakePlaza.Tif (Townlake Plaza subdivision plat)

xc: Marc A. Ott, City Manager

Anthony Snipes, Assistant City Manager